

Case Study



Client:
Promo7 Sports – Rugby 7s World Cup

Media:
Right Angle Street Furniture in Dubai

CAMPAIGN OBJECTIVE

To increase awareness for the Rugby 7s World Cup

CREATIVE BRIEF

Bold, dynamic and fun creative that clearly depicts the event and the event dates

TARGET AUDIENCE

Everyone in Dubai, with an emphasis on Westerners

CAMPAIGN DURATION 4 weeks (February – March 2009)

MEDIA WEIGHT 20 Bus Shelters (2 circuits)

CAMPAIGN STRATEGY

Twenty bus shelters all around Dubai were chosen to achieve the highest reach and frequency of the message. The majority of people who enjoy rugby are Westerners, so the locations were skewed towards New Dubai as, the greatest amount of Westerners live in this area.

OUTCOME

The results of the campaign were very good; while the campaign was also advertised on other mediums, Right Angle Bus Shelters were the only Outdoor medium used. A recent study shows that 33% of respondents recalled having seen the advertisement on the Bus Shelters and that on a scale of 1-5 (1 being poor, 5 being excellent) the Rugby 7s World Cup creative was given an average score of 3.6.

